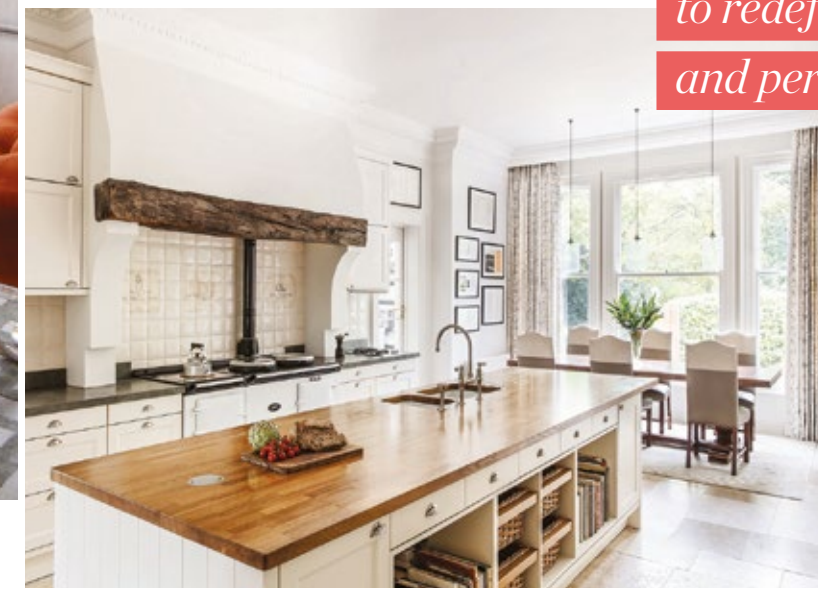


Juliette Byrne



'More than ever, there has been a need to redefine the traditional functions and perimeter of the home'



Juliette Byrne loves collaborating with brilliant British craftspeople and suppliers to create interiors of comfort, elegance and proportion

An award-winning design studio specialising in classic contemporary style

Founded in Chelsea in 1988, Juliette Byrne is known for creating elegant, sophisticated interiors and her studio is as experienced in refurbishing Grade II listed buildings and English country houses as it is in creating contemporary riverside penthouses and boutique hotels across London. Juliette has been included in *Country & Town House's* Finest 50 Interior Designers, *House & Garden's* Top 100 Leading Designers in the UK and *The Telegraph's* Top 20 Interior Designers in Britain. 'Whether the client's taste is for the classic or the contemporary, we seek out the best of British talent to create an incredible interior that speaks of comfort, elegance and proportion,' says Juliette.

Last year clearly posed unique challenges for the design industry and for Juliette Byrne this meant constantly adapting to reflect

clients' changing priorities and concerns. 'More than ever, there has been a need to redefine the traditional functions and perimeter of the home. National lockdowns have driven a surge in demand for flexible spatial design that allows for home office conversion and stylish, multi-functional furniture,' she says.

The isolation and monotony of endless Zoom calls have led to an increased appetite for artwork that will rejuvenate the spirits. The trend of biophilia, 'bringing the outside in', has also proved popular, inspiring the studio to explore new ways of improving interior air quality via home automation systems.

What has not changed is Juliette Byrne's skill, honed over 30 years, at delivering carefully considered interiors with exceptional attention to detail. This she does through collaboration with a wide variety of highly skilled British craftsmen and suppliers. 'We have built strong, long-standing relationships with many talented British makers such as Robert Langford,' says Juliette. 'He turns

our own one-off designs into reality - dramatic headboards, upholstered banquette seating and a wonderful range of walling and elegant furnishings all designed in the UK and manufactured here and abroad.'

Juliette Byrne continued to offer a fully bespoke service throughout the year, with the brand's highly-skilled team of designers working closely with contractors through every stage of the projects, albeit remotely whenever possible. Practices were adapted to ensure clients received a service of the highest quality, from mailing or emailing complete furniture, fixtures and equipment (FF&E) presentations with fabric samples and hard finishes to clients and in-house 3D visuals to aid the understanding of more complex areas, to socially-distanced site visits for routine progress checks.

'Social media platforms such as Instagram and Pinterest are a good way to engage with clients at home and abroad,' says Juliette. 'Posting about our ongoing projects and uploading our editorial features from print and online publications provide our international clients with that added confidence to entrust their homes to our designers.'

'We have experienced an increased demand for locally sourced goods and a renewed passion for traditional British artistry, both in response to the restrictions of Covid-19 and the uncertainties surrounding a Brexit future. Going into 2021, we'll be working on our bespoke line of furniture and lighting to ensure that our designed interiors are unique and individual to each client.'

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